

IN THE CLAIMS:

1. (Previously presented) A holder assembly for access means to a space, comprising a holder, a detachable or removably attachable security device comprising a space identification portion associated with the space, said holder assembly comprising at least one incentive motivating a user of said holder and the access means to separate said space identification portion from the holder and access means and to keep them separate for security reasons, wherein said at least one incentive comprises a reward.

2. (Previously presented) The holder assembly of claim 1 wherein said access means is a magnetic or mechanical key or a combination comprising at least one of numbers and letters.

3. (Previously presented) The holder assembly of claim 1 wherein the space is selected from the group consisting of hotel rooms, shipboard staterooms, railroad compartments, storage compartments and rental vehicles.

4. (Original) The holder assembly of claim 1 which comprises at least two panels of sheet material folded to

form a compact booklet.

5. (Original) The holder assembly of claim 4, further comprising printed matter selected from the group consisting of maps, coupons, facility guides, transportation information, guides to games of chance, currency conversion tables, advertising, telephone directories and pictorial material.

6. (Previously presented) The holder assembly of claim 4 which comprises at least one pocket or slot for holding the access means.

7. (Previously presented) The holder assembly of claim 1 which comprises at least one envelope for containing the access means.

8. (Previously presented) The holder assembly of claim 7 wherein said at least one envelope is sealed to contain the access means, and said space identification portion must be removed to open said at least one envelope and remove the access means.

9. (Previously presented) The holder assembly of claim

1 which comprises at least one pouch for containing the access means.

10. (Previously presented) The holder assembly of claim 9 wherein said security device is used to seal said at least one pouch.

11. (Original) The holder assembly of claim 2 wherein said key is a magnetic card key.

12. (Original) The holder assembly of claim 2 wherein said key is a mechanical key.

13. (Original) The holder assembly of claim 1 wherein said space identification portion is detachable from said holder by tearing along perforations.

14. (Original) The holder assembly of claim 1 wherein said space identification portion is removable from said holder by peeling from at least one pressure-sensitive adhesive layer.

15. (Original) The holder assembly of claim 14 wherein the removal of said space identification portion reveals at

least one game piece, prize coupon, advertisement, confection or souvenir.

16. (Previously presented) The holder assembly of claim 1 which comprises instructions to the user to separate said space identification portion from said access means to maintain security of access.

17. (Previously presented) The holder assembly of claim 1 wherein said security device prevents the use of said access means until said security device is removed from said holder assembly.

18. (Currently Amended) Access means to a space in combination with a detachable or removably attachable security device comprising identification means for [[said]] the space, said security device preventing use of said access means until removal, and providing at least one incentive for removal and maintaining said security device separate from said access means.

19. (Previously presented) The combination of claim 18, wherein said security device further comprises instructions to separate said security device from said access means, as

an incentive for removal.

20. (Previously presented) The combination of claim 18 wherein said security device provides a reward by its removal from said access means.

21. (Original) The combination of claim 18 wherein said access means are selected from the group consisting of card keys, mechanical keys and combinations for a combination lock imprinted upon suitable media and said security device comprises at least one component selected from the group consisting of peelable adhesive labels, strips of paper or fabric, cords and closures for a holder for said access means.

22. (Withdrawn) A method of producing and distributing at least one edition of portable holder assemblies for access means to a space, said assemblies comprising a detachable or removably attachable security device comprising an identification portion associated with said space, said method comprising steps of:

- a) selling advertising for inclusion in at least one edition of said holder assemblies;
- b) receiving, preparing or editing advertising copy

therefrom;

- c) entering said advertising copy into a sorting and editing system;
- d) entering advertising copy for each said edition into space allocated within a prepared document format for printing holder assemblies for said edition;
- e) printing the edited and completed documents onto suitable sheet stock and folding as required to produce finished portable holder assemblies;
- f) optionally, inserting additional materials into said assemblies;
- g) packing each edition of the finished assemblies for shipment to designated customers, and
- h) distributing same to each customer in required quantities to be used in providing customers with portable holder assemblies comprising access means for numbered spaces and removable identification portions containing the space numbers.

23. (Withdrawn) The method of claim 22 wherein said sorting and editing system is at partially computerized.

24. (Withdrawn) The method of claim 23 wherein said advertising copy is entered into said sorting and editing

system by means comprising at least one of optical scanning of images or word processing documents, importation of word processing documents, electronic mail, file transfer protocols, reading of optical or magnetic recorded media and keyboard entry.

25. (Withdrawn) The method of claim 22 wherein at least one edition of said holder assemblies is produced for at least one specific facility comprising a plurality of spaces.

26. (Withdrawn) The method of claim 22 wherein said holder assemblies comprise at least one incentive motivating the ultimate user to separate said identification portion from said access means to keep them separate for security reasons.

27. (Withdrawn) The method of claim 22 wherein access means for a space are inserted into each holder assembly of at least one edition thereof.

28. (Withdrawn) The method of claim 27 which further comprises processes of sealing said access means in said holder assemblies.

29. (Withdrawn) The method of claim 22 which further comprises processes of inserting rewards in said holder assemblies.

30. (Previously presented) A portable holder assembly comprising a holder containing a key for a numbered hotel room, comprising at least two panels of card stock folded to form a booklet and comprising printed matter, with a removable security device containing the assigned room number, said holder including instructions and incentives, comprising at least one reward, for the assigned guest to remove said security device and to keep [[same]] said security device separate from said key for security reasons.

31. (Original) The holder assembly of claim 30 wherein said key is a magnetic card key or a mechanical key.

32. (Previously presented) The holder assembly of claim 30 wherein said removable security device prevents the use of said key until said security device is removed from said holder assembly.

33. (Previously presented) The holder assembly of claim 30 wherein the removal of said removable security device

facilitates access to a reward comprising at least one game piece, advertisement, prize coupon or souvenir.

34. (Previously presented) A holder assembly for access means to a space, comprising a detachable or removably attachable security device comprising an identification portion associated with said space, said security device providing at least one incentive for removal of said identification portion from said holder assembly and maintaining said identification portion separate from said access means for security reasons.

35. (withdrawn) The holder assembly of claim 30 which comprises at least four panels of card stock.

36. (Previously presented) The holder assembly of claim 30 which comprises at least one map.